

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 2061-B1 - (SNOWFLAKE LEADER) - Reg. No. M96834 - Page, 4/c bleed - (5 7/8 x 9 1/4 inches)
Printed in U.S.A.
Opers Books, 1987
(604)

Get the flavor of these leading brands, but less tar.



Breakaway to Merit.

Breakaway to flavor.

2021

MERIT
Filter

MERIT
Filter

Cigarettes are tested in accordance with FTC method and "tar" means total particulate matter.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

* Philip Morris Inc. 1987

Contg. 8 mg. "tar", 0.5 mg. nicotine av. per cigarette. FTC Report Feb. '85.



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